

WOMEN IN FAMILY ENTERPRISES IN ESTONIA

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Abstract

This article objective is to give an overview of the women in family enterprises on the basis of theoretical sources and approaches. In order to achieve this goal, an overview of the research findings have been provided, which have analyzed a woman's role in the family business. Family firms and family entrepreneurs have been defined differently by different authors, but what all definitions have in common is the family is involvement in business activities. A family entrepreneur can be both an individual whose entrepreneurial activities involve family members and a company, which was founded by family members. In family entrepreneurship, the members have trust towards each other and they communicate frequently, which will help them to achieve a common goal. The studies reflect predominantly men as family entrepreneurs in whose business activity the family members, including wife and children participate. The European Union has not yet provided a coherent definition of the family business, while increasing the role of women in family businesses in ensuring gender equality and giving importance to the role of the woman as the family entrepreneur.

Keywords: women, family, family enterprises, family business

JEL Classification: M10, M13, M19

Introduction

This article discusses one of the less studied areas in Estonia, the family business, and the role of women in family businesses. The problem is that so far there is no clear picture of the women who participate in Estonian family businesses. It is necessary to consolidate the existing data, in order, on this basis, to continue to carry out in-depth studies.

The objective of this article is to provide an overview of women enterprises among the family enterprises in Estonia.

For achieving the goal, this article provides an overview of the family business, the strategies of the European Union and the role of women in family businesses on the basis of theoretical sources and approaches.

The paper consists of four sections: the first section give an overview of the entrepreneurial activity and family business; the second section provides an overview of women role in family businesses; the third section presents the strategies of the European Union, and the fourth section provides an overview of women role in enterprises in Estonia.

In this article, a family business is the kind of business activity in which the family of the entrepreneur participates.

This is a theoretical article, which relies on existing theoretical approaches to the topic and on research.

Theoretical overview on previous empirical studies for considering women participation in family business: socio-economic, cultural demographic, political, legal etc framework, but the case of Estonia only the results of previous studies.

The article deals with women role among in the family business on the basis of the research carried out.

Entrepreneurial activity and Family business

Entrepreneurial activity can take place in particular when there is a suitable environment for an entrepreneurial activity and there are entrepreneurs, or where there are active people or people who want to act alone or with family members.

From the point of view of Marxist philosophy, a human being is a creature of society, the subject of societal and historical activities and knowledge. The system of human behavior, values, norms, knowledge and the worldview is shaped by the social environment, which is a complicated system of relations between people. (Eesti..., 1988) The individual is able to bare responsibility, set goals and develop entrepreneurial activities (Filosoofiakunst, 2007). The persons involved in family businesses must be in close social relationships. Close social relationships provide social support and help to find a place in society, social capital operates through trust and communication (Kaldaru, Tamm, 2003). In family entrepreneurship, the members have trust towards each other and they communicate frequently, which will help them to achieve a common goal.

As an individual entrepreneur, one can develop entrepreneurial activity, but normally, upon acceleration of economic activity, work cannot be done alone; a team is needed. The team may include both job seekers from outside the family as well as family members. One must have a strong personality to go through their chosen path alone, it is necessary to have caring companions with whom to cooperate (Cialdini, 2005). Cooperation requires mutual understanding and team work, the environment of which consists of four elements: culture, structure, incentives and people (Markides, 2000), in collaboration is achieved success (Stanne, 1999). Corporate success is hidden in people and achievement of success is up to the people's wishes and their desire to create value for companies, i.e., the key to success is mutual cooperation (Tõnismäe, Gern, 2006). Cooperation, which values traditions and ensures reliability, is traditional in family firms (Richards, 1997).

Family firms and family companies are defined differently by different authors, but all definitions have family involvement as common in business activities. Population of families and businesses mutually affects each other in different ways; there is a

wide array of options for working together: working from home, part-time and full-time paid work and acting as a small entrepreneur. A family company often inspires greater confidence when the public is informed of a traditional family businesses, e.g., whiskey producer William Grant and Sons emphasizes on each bottle label that it is a fifth generation family business (Miettinen, Teder, 2006). There cannot be drawn exact borders between the family and business, a family participates continually in business processes, as the family is engaged in business outside of working hours, the success is hoped to be achieved with the help of the entire family (Craig, Lindsay, 2002).

On the basis of U.S. research findings it can be argued that the majority of family businesses are born at the wish and the will of family members, there is a small number of those who take over a non-family business and continue with the family business, the majority will continue the family tradition through generations. The longevity of the family business is ensured if in a dispersed way family members are involved, further steps are planned and attitudes and goals are determined. (Chua, Chrisman, Chang, 2004)

A family consists of a couple with the offspring and relatives (Õigekeelsussõnaraamat, 2006). Women help to keep together the family business, if they have young children they focus in the beginning more on the family and later combine the family and business activities (Crouter, 1984). Women like to work more in the family business than outside; the women participating in a family business are better able to combine family and business activities (Lyman, 1988).

On the basis of the agent (representative) theory, one person depends on the activity of another, the relationships arising and problems emerging are solved with social norms (Schumann, 1992). According to the agency theory, if the represented are not protected publicly against the corruption of the agent, they refrain from the use of their agent and then the economy reduces to the level of a domestic economy and family business level and enterprise boundaries are determined by family ties (Smith, 2004). The agency theory can be compared to a marriage. In case of a traditional marriage, the wife often remains at home and waives a professional career, to justify such a waiver permanence of the marriage must be guaranteed. (Williamson, 1993)

Professional skills and family support is the only viable option in business (Verbeke, Kano, 2012). However, the capabilities of the family business consisting of only members of the family are limited and dependent on family members and their professional expertise, skills and goals (Carney, 2005; Gedajlovic, Carney, 2010). In a family company, family ties are treated with care, social relationships are important, which in turn gives the family company a competitive advantage over non-family companies (Carney, 2005). Family involvement in business activities affects the ability of the business, is effective and provides innovative development. The same time, family involvement reduces the risks and shortens the control procedures of the economic activity of the family company (Chua, Chrisman, Steier, Rau, 2012). The shares of the family business can be held by one member of the

family, but they can also belong to all the members of the family. The main thing is that the family participates in the business activities. In the case of large families it may often happen that not everybody is going to be involved in the family business but they will become wage labourers or start their own business. The entrepreneur acting on his or her own has no stocks or shares, but the family may participate in his or her entrepreneurial activities and in this case, the entrepreneur is a family company and its business activities are family-entrepreneurial activities.

Normally, it takes a lot of decisions and time to end up with a family business. Often in the beginning a non-family company is created, then the spouse is involved and lo and behold, the family business is there, eventually, when the entire family or the majority of the family is involved, it creates the whole-family-enterprise. There will be a relationship between the age of the family business and the involvement of the family members; involvement of the family may slow the development of the family business, sometimes in the beginning even hinder it. Family businesses are born with the needs of the family, the whole family involvement helps them to survive. Fewer family businesses are created by young married couples and very old age couples. Family entrepreneurship includes members of the family; as a result, the work duties of the family members increase and some management links are skipped. The age distribution may reflect sustainability. (Chua, Chrisman, Chang, 2004)

A family business can be both an individual whose entrepreneurial activities have involved family members as well as a company, which was founded by the family members. The studies reflect predominantly men as family entrepreneurs whose business activity involves family members, including his wife and children.

Significance of a woman in the family business

A woman's role as a mother has always been given a lot of importance, however, the role of women as an entrepreneur has been focused on only in recent decades. Normally it is expected when a family is established, the husband as the head of the family will start to feed the family, while the wife is raising the children and takes care of the home. However, modern women are not satisfied with this and want to contribute to society by skillfully combining the role of a mother, a wife, an entrepreneur, etc.

Most of the family businesses that are set up in the place of residence of the entrepreneur are family-oriented, only 20% are profit driven (Winter, Fitzgerald, 1993). Women prefer to create such family businesses that are home-centered, as a home-centered company will help to better link the family and the business, at the same time it requires constant self-discipline (Owen, Winter, 1991).

A woman's role in the development of the family business is important, the woman is the one who binds the household and the social life with the economic life of the family business and thus ensures the feeling of confidence of the whole family and business (Römer-Paakkanen, 2002) the intuition of women entrepreneurs is higher

evolved than that of men (Kakkonen, 2006). Römer-Paakkanen (2002) raised the woman's work in the family to an important place, brought it to the awareness of a wider audience and proved the important role of women in family businesses gave an overview of female entrepreneurs of family-owned companies, gave various examples of how they manage the combination of family life and business activity. The study of family companies found that the development of a family enterprise should not be regarded merely as a whole, but be sure to take into account the gender differences in families, the importance of women in family businesses is contributed to by the appreciation of the position of the family in society (Maeda, 2006). For example, a Japanese family company has to traditionally have a male heir, but in reality, there are no restrictions made, female widows often take over the management of the heritage, in order to maintain the unique family companies, which cater for the demands of both the society and the general population (Maeda, 2006).

The role of women in the economic activity of family businesses should not be underestimated (Rautamäki, 2007), women are able to skillfully combine lifestyle and work and at the same time keep them separated from each other (Hite, 2007), the woman provides the dynamic development of the family business (Heinonen, Stenholm, 2011). A woman's role should not be underestimated in the process of generation exchange in the family business. Koffi (2008) argues that family firms, whose descendants are male, are more robust in making managerial decisions, since the female descendants are too trusting. Upon the passing on of the business the question arises of whether to hand the company over to the wife, to the daughter or even to other relatives. From the conducted research works it can be inferred in case of a lack of a son, transferring the family business to the daughter or the spouse is more sustainable, at the same time upon transferring it does not matter whether it is from the father to the son or from the father to the daughter, it just needs to be taken into account that a transfer to the daughter may differ regarding the transfer process itself, because in addition to managing, the daughters want to know other inherent characteristics, such as the cultural character and relationship between the members (Dumas, 1989).

Results of the studies have shown that the role of women, as the mother of the family in the family business is important; woman's participation in the family business ensures business stability. Family entrepreneurship has an impact to the aspects of life of the entrepreneur: the household chores, social life, economic life and security of the whole family. If a family member creates a family business, often all the family members have to embrace a new way of life (Kakkonen, 2006; Römer-Paakkanen, 2002; Brazzale, 2007; Rautamäki, 2007; Heinonen et al., 2011).

Reconciling work and family has been on the agenda in Finland since 2000. Particular attention has been paid to reconciliation of salaried work and family, the role of women in the family and the involvement of children in entrepreneurial activities. Many women have given up paid work in order to assist the business activities of their husbands; the family is smoother and firmer, if all the members are working towards a common goal and in the same establishment. The advantage of a

family business is the sense of belonging of the members which non-family business members do not have. (Quo..., 2003)

Interviews with 555 female managers in Russia in 2007 revealed that 56% of them were a family business and the family business was set up by a woman. It turned out that the family businesses created and operated by women were conservative, social, oriented towards corporate culture enhancement. The research concluded that a woman will ensure success and sustainability in business. (Kickul, Gundry, Iakovleva, 2007) Family businesses created and managed by women are less prone to taking risks, they are more focused on the preservation of cultural heritage, women are not robust leaders and they lead the family business in a conservative and constructivist way (Sharma, Chrisman, Chua, 1997).

Woman should be given the opportunity to participate in the family business, a woman's sense of beauty and conservatism have the advantage in the business activities. When children are born, the role of a woman as mother must be given prominence and she should be less burdened with managerial tasks. A woman is able to involve children into the entrepreneurial activities at a young age, which will ensure that children when growing up wish and want to work for the family. Women are not risk takers, they give more importance to the family, women's involvement ensures harmony in the family and the family business activities. Women are happy to do networking, knowledge sharing and searching for answers to problems. (Parada, Gimeno, Melin, 2010)

The research conducted in Sweden in the years 1994-2008 examined the role of a wife and mother including the importance of a woman in a family business on the basis of articles published. It was found that when children are born, women put the children first, then when the children grown, they once again focus on the family business. In summary, it can be concluded that in the woman's life they rank the children first, then not taking into account the norms and for a woman as a business woman, the acquisition and the sharing of skills and the development of the family business. Women are able to skillfully combine the role of wife and mother, also the role of the wife-mother and entrepreneur. (Bjursell, Bäckval, 2010)

A woman's role in a family businesses has been studied, the compatibility of the wife and a family and the business activities have been analyzed, but a woman as the starter of the family business and what the woman's motives are on becoming a family entrepreneur have been studied only marginally.

European Union Strategy at the local level

Developed countries seek to ensure gender equality, where women are not run down and they are able to participate in the society as fully fledged citizens. In the European Union it is also important that gender equality is ensured.

In 2006 the Committee of the Regions published an opinion of the elimination of gender equality, the statement found that gender equality must become a generally

accepted and a desirable objective for the users of the services offered by local and regional authorities and should be the cornerstone of the activities of all governments and politicians. They believed that the European Union must ensure social equality, tackling gender inequality. In Europe the understanding that gender equality is an important goal and crucial to the economic well-being of Europe is growing. Although Europe can for example be proud of the standard of living, which is a model for the whole world, the economic welfare is not always accompanied by gender equality or women's greater well-being. Therefore, the opinion emphasized that economic prosperity does not automatically mean gender equality. Women need to be supported, violence needs to be eliminated and their equal treatment must be ensured. For this purpose must be strengthened the women's position in society, to ensure that they have access to the labor market. (Opinion..., 2006)

The Council of European Municipalities and Regions drew up a European charter for equality of women and men in local life. The Charter aims at the equality of women and men; the multiple discrimination and disadvantage, which is also due to gender, race, skin color, national and social origin, genetic features, language, religion or belief, political or other opinion, belonging to a national minority, property status, descent, disability, age, sexual orientation, or socio-economic status need to be addressed. A balanced and sustainable economic development of municipalities and regions promoting equality between women and men contributes to providing employment for women, taking into account the women's and men's needs and interests and the opportunities of promotion of equality between women and men. In the Charter, it was decided to provide assistance to women entrepreneurs and to provide financial assistance in order to avoid gender equality, women are encouraged to learn and acquire skills and raise their qualifications and to encourage employers to hire more female work force including women apprentices. (Euroopa kohalike..., 2006)

The Committee of the Regions (CoR) plenary session on 30 and 31.05.2013, reviewed the draft directive on gender balance in the improvement of listed companies, non-executive governing bodies among the members and related measures, which showed the inequalities between women and men in the European Union and the core values and key objectives which are set out in the EU Treaty (Article 3, paragraph 3) and the Charter of Fundamental Rights (Article 23). Pursuant to the Treaty on the Functioning of the European Union, Article 8, the EU objective in case of all measures is to eliminate inequalities between men and women and promote gender equality. Accordingly TFEU Article 157, paragraph 3, is the legal basis for EU action aimed at ensuring equal opportunities for men and women and the application of the principle of equal opportunities in the issues of employment and occupation. The Committee of the Regions emphasizes that it is important to support actions at the European level and ensuring a single pan-European legal framework in the field of gender equality and points out that it would be appropriate to put a greater emphasis on improving the gender balance in all members of the governing body, not only of non-executive governing body members. However, the CoR warns that certain factors continue to prevent women

taking up senior management positions, such as the lack of measures to facilitate the balance of work and family life. (Regioonide..., 2013)

Family businesses are increasingly attaining importance in public and policy discussions, both at a European and a Member State level (European Commission, 2013).

The first of the 10 principles to guide the conception and implementation of policies both at the EU and a Member State level refers to the creation of an environment in which entrepreneurs and family businesses can thrive and entrepreneurship is rewarded. Special emphasis is thereby given to the fields of entrepreneurship education, taxation, business transfers as well as female entrepreneurship. In the United Kingdom it was shown that family firms tend to offer more flexible working practices and this increases employment diversity. For example, they are more likely to have females on the board. In contrast to that, Norwegian family firms traditionally have been run paternalistically and tend to be inherited by the oldest son in spite of the fact that both genders according to the law of wills and succession have had the same right of inheritance for more than 150 years. Presently, however, and due to the gender equality changes in the society, there is a change in the paternalistic pattern. Ever more women of the next generation now take over the family enterprise. (Mandl, 2008)

Across Europe in 2008, about 70%-80% of enterprises are family businesses. However, the dependency of these assessments on the applied definition becomes obvious in those countries in which different research studies (being based on different definitions) come to varying results. For example, the application of the above-mentioned staircase/cascade definition elaborated in Denmark pinpoints a range of about 36% to almost 95% for family businesses' share in the total enterprise population. Family businesses' economic contribution can also be shown by illustrative indicators available for some of the countries. So it has, for example, been found for Belgium that 40% of the gazelles 11 of the Walloon region are family businesses. The sustainability of family businesses can exemplarily be pinpointed by data available for Poland, Spain and the United Kingdom. 30% or more of the family businesses have already gone through one generational transfer and are presently in the hand of the 2nd 3rd or even later generation. For Slovenia, the share of family businesses in the 2nd or 3rd generation is much lower (below 20%) which is attributed to the comparatively young age of the enterprises. Family businesses account for an important part (about 40% - 50%) of European employment. In some of the available studies family businesses' contribution to employment is even estimated to reach 70 % or more. Interestingly, no relationship exists between the share of enterprises and the share of employment across the different national data available. Some data sources indicate a very high share of family businesses in the total enterprise population and also a high employment share. Others find a high share of enterprises but a comparatively low share of employment. Almost all sources pinpoint, however, a higher share of enterprises than of employment, implicating that family businesses are on average smaller than the average national company. Few of the analyzed countries dispose of data on

family businesses' share of total turnover and their contribution to GDP. These indicate that family businesses account for about 40% of private sector turnover whereas their share in national GDP or value added ranges from about 20% to about 70% (depending on the definition used as well as the indicator applied. (Mandl, 2008)

Social security should be guaranteed to all persons engaged in business, in business employees are hired and in this respect they also have social guarantees. Family businesses, especially start-up ones, do not have enough resources to hire workers, and to formalize an employment contract with family members. The family members, whose employment relationships have not been formalized in the family enterprise, lack social guarantees. The sole proprietors have even more difficulties.

In order to ensure social security for the sole proprietor, in the EU was adopted a directive which, considering the fact that the spouses of sole proprietors who under the conditions provided in the national law are usually involved in the activities of the sole proprietor and perform the same, or auxiliary tasks, not being in employment relationship with the entrepreneur or his or her business partners and their involvement in the family business, the spouses of the sole proprietor who have access to social protection systems should also be entitled to social protection. The Directive states that Member States should be required to take the necessary measures in organization of social protection in accordance with national law and the Member States should decide on whether social security should be implemented on a mandatory or voluntary basis. Member States may provide that social protection can be proportional to the participation in the activities of the sole proprietor and/or social security contribution. According to Directive 2010/41/EU the benefit may be applied to life partners when they are recognized by national law. (Euroopa Parlamendi..., 2010)

From 01.08.2012 in Estonia a sole proprietor can enter their spouse into the registry of taxable persons as a spouse involved in the activity of the sole proprietor and pay the monthly social security for the spouse. (Sotsiaalmaksuseadus § 6¹, 2012) In Estonia, this option is not available for common law partners.

On 01.01.2013 the Vice-President of the European Commission Antonio Tajani submitted an action plan to support entrepreneurs and for fundamental change of the entrepreneurial culture in Europe. The Action Plan emphasizes making entrepreneurship desirable and accessible to the citizens of Europe and by using the European entrepreneurial potential it is possible to restore economic growth in Europe. The Commission intends to promote entrepreneurship in specific population groups, i.e., among women, the elderly, immigrants and the unemployed. (Communication..., 2013)

Women thus represent a large pool of entrepreneurial potential in Europe. Transferring a business from one generation to the next is the defining feature of a family business and the greatest challenge that it can face. A family business transfer must be considered as a transfer of ownership, where that ownership is not a liquid

asset but something which is built up and developed by the family over generations, including values, traditions and know how. The scope and scale of diverse approaches to inheritance and estate taxes across the EU demonstrate that there is still much room for improving the legal climate for family business transfers. Transferring a business from one generation to the next is the defining feature of a family business and the greatest challenge that it can face. A family business transfer must be considered as a transfer of ownership, where that ownership is not a liquid asset but something which is built up and developed by the family over generations, including values, traditions and know how. The scope and scale of diverse approaches to inheritance and estate taxes across the EU demonstrate that there is still much room for improving the legal climate for family business transfers. (Communication..., 2013)

The European Union has not yet provided a coherent definition of the family business, but the authors believe more attention will be paid to the family business and the time is not far away when the context is provided for differentiation of the family and non-family business. Also the role of women in family businesses in ensuring gender equality is being increased and importance is being given to the role of the woman as the family entrepreneur.

A woman in business in Estonia

In Estonia a woman's role in business has been marginally investigated and there are no national surveys of participation rates and the role of women in family businesses.

Estonian business history can be calculated from the activities of medieval guilds and guilds to the period of independence between the world wars. Loss of independence was followed by a rapid stifling of entrepreneurship. A more extensive legal private enterprise became possible again in 1986 under the influence of the economic reforms (perestroika) instituted in the Soviet Union by Mikhail Gorbachev. (Miettinen et al, 2006)

The enterprises created by women employ both the owners and the close people that surround them. On the one hand, the possibility of being an entrepreneur gives an opportunity to test one's capabilities; on the other hand, it is an important way to reduce unemployment. To own a company allows women to balance their work and family spheres according to their sole discretion and options. This is the opportunity to increase the well-being and the social cohesion of the family. Women's active participation in economic life will reduce the inequality between men and women, will increase women's autonomy and creates the preconditions for women's opportunity to exercise greater power in the economic and political development of their country. (Laas, 2003)

In order to learn about the role of a woman in entrepreneurship, a survey was conducted in 2004 among 393 women entrepreneurs. The survey revealed that almost 40% of female entrepreneurs surveyed were the main breadwinners of their

families. The existence of family support is important for a woman and influences the activities and entrepreneurial attitude of the woman. Female entrepreneurs are haunted by lack of time; there is less time for being with family, for dealing with their hobbies and for communication with friends and relatives. The recreation opportunities of a female entrepreneur are limited, only a quarter could have take a leave when they wished, nearly half of the respondents had not had an opportunity to rest during their entrepreneurial activity and a third had to combine the vacation with their company's activity. The big problem was finding a replacement and the seasonality of work, because the summer time is the busiest and finding time for matching the vacation with the other members of the family is hard. Other family members generally support the entrepreneurial mother, but problems arise in a family nonetheless. The main problem is the lack of time; it is particularly difficult when domestic work duties also devolve upon her shoulders. The next problem is the lack of money, many families birth of children and children going to school involve lack of money. If in Europe among self-employed persons dominate men who make up three-quarters of this group, the analysis found the opposite situation in Estonia. The proportion of women as creators of jobs for themselves has increased, especially in the service sector. (Talves, Laas, 2004)

In the European Union Member States, on the basis of gender statistics, 30% of entrepreneurs are women. Companies created by women have on average longer lifetimes than companies established by men; it arises primarily from the field of activity. Social protection schemes are one of the problems of the people for work in family businesses for free and of women entrepreneurs. In Estonia, in farm families, spouses are not covered by social security through their spouse. In Finland, women entrepreneurs have managed to make a strong explanation for work among Members of Parliament that all the female members of parliament are working to increase the social protection of women entrepreneurs; the cross-party cooperation developing the common interests of women is clearly visible. In Estonia it is not yet the case, the voice of small and micro entrepreneurs is weak on the legislative level. Women often have trouble obtaining retirement benefits because they have been workers in the family business for free. Often it can be seen that a female Sage in a working collective has a male boss, which shows the vertical gender segregation. In Estonia, family businesses are not legalized, but under the law all must be either employers (companies) or employees. People do not often cope with finding an intra-family legally correct and with the humanly best solutions. It is complicated for women to separate home and work, because for an outsider, an entrepreneur working at home kind of is not working, she is at home, meaning she is available for the family members. The common position of the continuity of family business did not become clear from the study. Unpaid family workers are persons who live with the proprietor of the company and work on a regular basis, but who do not have an employment contract and who do not get paid for their work. Small business is one of the biggest international topical problems, covering legal, social protection and economic relations for people working in family businesses. Studies show that in Estonia, women's economic, social and political position is lower than that of men's. The Estonian labor market is characterized by strong gender segregation, which means that the so-called women's and men's work and women's and men's positions

are different and are clearly distinguished in the work organization. (Talves et al, 2004)

The research conducted among sole proprietors in 2004 revealed that many of them have involved in business the whole family: the spouse, children, parents and siblings. 37% of the respondents used the assistance of family members in business (Kirsipuu, Teder, 2006). The research performed in 2006 with the same entrepreneurs revealed that 88.8% of them are actively engaged in entrepreneurship, out of those finished entrepreneurial activity 5.6% were women. 67% of active entrepreneurs were family businesses and all business activities involved a spouse. The business involved family members such as a spouse, children, parents, siblings, grandparents, son-in-law, mother-in-law and father-in-law. (Kirsipuu, 2007)

Based on the results of the Population and Housing Census of 2011, 2% live on entrepreneurial income, compared to the previous census the share of people living on labor wages and on entrepreneurship increased. Out of the whole population of Estonia, 28,000 people earned entrepreneurial income including income from farming, including 8,307 women, most of who operated in near towns, only 2963 in the countryside (REL..., 2013) The Statistical Office defines every work that is related to the production, storage of agricultural produce or production related activities as farm work. On development of local business, rural settlements have the competitive advantages before cities only in the suburban areas and nearby transport hubs and nodes. (Sepp, 2011)

The number of agricultural holdings in Estonia has decreased, mainly at the expense of small households, which cannot provide adequate income even to a single employee. Since 2009, the growth of the number of agricultural holdings has decreased, which suggests that farming as a sole proprietor is partly being replaced by the form of a limited liability entity. It does mean, however, that on the basis of the corporate farm, it is no longer possible to distinguish between the so-called classical family farms and agricultural businesses. In Estonia, agricultural production units were created only in the early 1990's and among them were family farms and large agricultural businesses A survey conducted in 2007 among 1000 farmers showed that the probability of intention to terminate agricultural production is lower in companies where the share of family labor is higher. As family labor intensity is higher in smaller production units, it can be concluded that in the cases of smaller producers, one of the factors ensuring sustainability is the participation of members of the family in the farm works. Larger production units rather use a paid labor force and as such participation of family members in the daily production process is not so important. (Viira, 2011)

The Rural Development Report reveals regional development needs, singling out the importance of the family business. From the viewpoint of rural development it is important to pay more attention to involving people of different sexes and different ages with work and family life and entrepreneurship. In a country whose population is small and declining, it is important to support business start-ups on the basis of family ties to link the different generations with more land related activities and to

ensure greater consistency. The necessity to support family entrepreneurship arises from the fact that in Estonia there are large numbers of micro enterprises, the sustainability of which can become questionable, if there are no transferees of the enterprise, or when due to market conditions they cannot be guaranteed the critical level of income in order to hire employees or to ensure a level of sustainability for their own family members. Part-time employment in rural entrepreneurship has become a problem, which is why many people have sought employment in urban areas. (Maaelu..., 2011)

In order for family business activity to grow, the need to fully support the family business, to prioritize the role of women in family businesses and to ensure social guarantees for the wife of the non-sole proprietor family entrepreneur is needed.

According to the Minister of Justice, in 2011 a woman belongs to the management of around 40 000 private limited companies and fourteen thousand women started the business as a sole proprietor. (Michal, 2011) It is in itself a good thing that we have started to keep records of business activity of women, but it would be necessary for the statistical data to be made available to the public.

The Estonian statistical report "Creative Economy Indicators" defines the term 'employed' as persons who worked during the reference period and were paid as a salaried employee, an entrepreneur or freelancer, a person who worked directly for free in a family enterprise or on their own farm or who were temporarily not working. (Kommel, 2012) Estonian Statistics has in their reporting introduced the definition "family enterprise", so the legislative side should also take it into account and to provide for the concept of the family business in Estonia.

The Creative Economy Report shows that when women's share in total employment has remained rather close to 50%, then in cultural employment it has fluctuated from 60% to 70%. The lowest share of women in cultural employment was in 2003 - slightly more than 60% - and the highest in 2007 - 69%. (Kommel, 2012) A family business has often been initiated by the broad range of the role of the owner-CEO or the father of the family which he has begun to distribute among the family members. For example, a brother has become the production manager of the same company, the spouse has become the accountant, the daughter has become the secretary, a son has become the marketing and sales manager. Such a company can work very well, if it does not cause a gap between the family members and other employees and when it is open to what is going on outside the family. (Zernand, 2005)

Studies that have been conducted in 2007-2012 among family businesses show that family entrepreneurs-spouses perform team work in the family business: they monitor implementation of the strategy, organize the money issues, manage and do household chores. The studies show that the family company is such a company, in the activities of which participates the family of the entrepreneur and it does not matter whether the marriage relationship has been formalized or not, it is cohabitation that counts. However, it is alleged that in case of a broken relationship, is not possible to successfully develop entrepreneurial activities, since tensions and

additional problems emerge. Among family entrepreneurs that raise beef cows, the wife is the one who does the lighter work, while among the horse breeders often the woman is more enterprising, the man is the one who works in the stable and does the preparation work. Many businesses are family-centered (spouses and children), they like the devotion of the family to the business and they do not use extra labor force. However, some of them considered as extra labor force the fact when they used the assistance of siblings, aunts, uncles, but also when non-family members were employed. A family company has almost always been centered on its creator (the family entrepreneur). In family businesses, relationships between family members must be very good, the spouses said the following about their mutual relationship: "we complement each other", "we think alike", "my spouse puts the strategy in place, I bring it to life". A strong family business culture will help reduce tensions, about the conflicts which have occurred, the answer was: "We sat down and talked it out", "we established fixed rules"; "We took a decision and admitted that the egg is smarter than the chicken". Studies show that on starting as a family entrepreneur, in 40% of cases the initiative came from women and in 60% of cases it came for men who then involved first the spouse (75%), children (20%) and only in 5% of cases the immediate family. 55% of the studied family businesses have been in business for more than 10 years, 45% under 10 years. (Kirsipuu *et al*, 2006, 2009a, 2009b, 2010, 2011, 2012).

A woman's role in the family business activities in Estonia should be further explored.

Conclusions

This article aims at giving an overview of the role of woman in family entrepreneurship. The objective of the paper was accomplished. This article provided an overview of women in family businesses on the basis of theoretical sources.

As an individual entrepreneur, one can develop entrepreneurial activity, but normally, upon acceleration of economic activity, work cannot be done alone; companions are needed. Family firms and family companies are defined differently by different authors, but what all definitions have in common is the family involvement in business activities. Family entrepreneurs can be both an individual whose entrepreneurial activities have involved family members and a company which was founded by the family. In family entrepreneurship, the members have trust towards each other and they communicate frequently, which will help them to achieve a common goal.

The studies reflect predominantly men as family entrepreneurs in whose business activity the family members, including wife and children participate. A woman's role as a mother has always been given a lot of importance, however, the role of women as an entrepreneur has been focused on only in recent decades. Normally it is expected that when a family is established, the husband as the head of the family will start to feed the family, while the wife is raising the children and takes care of

the home. However, modern women are increasingly not satisfied with this arrangement and want to contribute to society by skillfully combining the role of a mother and a wife along with becoming an entrepreneur, etc.

The analysis of results of different studies revealed that the woman's role as a mother has been studied, but the woman's role as a family entrepreneur has been studied to only a small extent.

Results of the studies have shown that the role of women, as the mother of the family in the family business is important; woman's participation in the family business ensures business stability. Family entrepreneurship has an impact on the aspects of life of the entrepreneur: the household chores, social life, economic life and security of the whole family.

In Estonia a woman's role in business has been marginally investigated and there are no national surveys of participation rates and the role of women in family businesses.

In order for family business activity to grow, the need to fully support the family business, to prioritize the role of women in family businesses and to ensure social guarantees for the wife of the family entrepreneur in Estonia.

The article reflects the results of the analysis conducted in Estonia and the authors feel that it is necessary to create a single database which would consolidate all the research conducted with entrepreneurs so that by analyzing them further in-depth analysis could be performed. In this article, family business is the kind of business activity in which the family of the entrepreneur participates.

The European Union has not yet provided a coherent definition of the family business, but the authors believe more attention should be paid to the family business and the time is not far off when the context is provided for differentiation of family and non-family businesses. Also the role of women in family businesses in ensuring gender equality is being increased and importance is given to the role of the woman as the family entrepreneur.

A woman's role in the family business activities in Estonia should be further explored.

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NAINE EESTI PEREETTEVÕTLUSES

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Sisekaitseakadeemia

Sissejuhatus

Käesolevas artiklis käsitletakse vähem uuritud valdkonda Eestis, pereettevõtlust ning naise rolli pereettevõtluses. Probleemiks on see, et senini puudub selge ülevaade Eesti pereettevõtluses osalevatest naistest. Vajalik on koondada olemasolevad andmed, et nende põhjal edaspidi läbi viia süvendatud uurimistöid.

Artikli eesmärgiks on anda ülevaade naise osalusest pereettevõtluses teoreetiliste allikate ja käsitluste põhjal. Eesmärgi täitmiseks antakse lühiülevaade pereettevõtlusest, Euroopa Liidu strateegiatest, naise rollist pereettevõtluses.

Antud artiklis on pereettevõtluseks selline ettevõtlustegevus, milles osaleb ettevõtja perekond. Tegemist on teoreetilise artikliga, milles tuginetakse olemasolevatele teoreetilistele teemakäsitlustele ja uuringutele. Artiklis kajastatakse teostatud uurimistööde põhjal naise rolli pereettevõtluses.

Ettevõtlustegevus

Ettevõtlustegevus saab toimuda eelkõige siis kui on olemas ettevõtluseks sobilik keskkond ja on ettevõtjaid, ehk siis kui on aktiivselt tegutsevaid või tegutseda tahtvaid inimesi üksinda või koos pereliikmetega. Pereettevõtet ja pereettevõtjat on erinevate autorite poolt erinevalt defineeritud, kuid kõikide definitsioonide ühisjooneks on pere osalus ettevõtlustegevuses.

USA uurimistulemuste põhjal saab väita, et enamus pereettevõtteid sünnivad pereliikmete soovil ja tahtel, vähesel hulgal on selliseid, kes võtavad üle mitte pereettevõtte ja jätkavad pereettevõtlusega, enamus jätkavad peretraditsioone põlvkonniti. Pereettevõttele pikaajalisuse tagab see, kui kaasatakse hajutatult pereliikmed, planeeritakse edasisi etappe ning määratakse kindlaks hoiakud, eesmärgid. (Chua, Chrisman, Chang, 2004)

Perekonna moodustab abielupaar koos järglastega ja lähisugulastega (Õigekeelsussõnaraamat, 2006). Naised aitavad pereettevõtet koos hoida, väikeste laste korral keskendudes alguses enam perele ja hiljem juba ühildades pere ja ettevõtlustegevust (Crouter, 1984). Naistele meeldib enam töötada pereettevõttes kui väljaspool, pereettevõttes osalevad naised oskavad paremini ühildada pere ja ettevõtlustegevust (Lyman, 1988).

Erialased oskused ja perekonna toetus on ainus elujõuline valik ettevõtluses (Verbeke, Kano, 2012). Klassikaliselt jõutakse pereettevõteni läbi otsuste ja aja. Sageli luuakse alguses mitte pereettevõtte, siis kaasatakse abikaasa ja ongi pereettevõtte ning lõpuks kui kogu või suurem osa perekonnast on kaasatud on

tegemist kogu pere ettevõttega. Pereettevõtted sünnivad pere vajadustest lähtuvalt, kogu pere kaasamine aitab neil ellu jääda. Pereettevõtteid luuakse vähem noorte abielupaaride ja väga vanas eas olevate paaride poolt. Pereettevõtlusesse kaasatakse liikmeid perekonnast, selle tagajärjel pereliikmete töökohustused kasvavad ja osad juhtimislülid jäetakse vahele. Vanuseline jaotus võib kajastada jätkusuutlikkust. (Chua, Chrisman, Chang, 2004)

Pereettevõtja võib olla nii üksikisik, kelle ettevõtlustegevusse on kaasatud pereliikmed, kui äriühing, kus asutajateks on pereliikmed. Uurimistöodes valdavalt kajastatakse pereettevõtjatena mehi, kelle ettevõtlustegevuses osalevad pereliikmed sh naine, lapsed.

Naise osatähtsus pereettevõtluses

Naise rolli emana on tähtsustatud alati, naise rolli ettevõtjana alles viimastel aastakümnetel. Tavapäraselt eeldatakse, et perekonda luues hakkab mees, kui perekonnapea, peret toitma, naine kasvatab lapsi ja hoolitseb kodu eest. Kuid kaasaegsed naised ei rahuldu sellega ja soovivad anda panuse ühiskonna arengusse ühildades oskuslikult ema, naise ja ettevõtja vm rolli.

Naised eelistavad luua selliseid pereettevõtteid, mis on kodukesksed, sest kodukeskne ettevõtte aitab siduda paremini pere ja äri, kuid samas nõuab pidevat enesedistsipliini (Owen, Winter, 1991). Uurimistööde tulemustes on selgunud, et naise, kui pereema, roll pereettevõttes on oluline, naise osalus pereettevõttes tagab ettevõtluse stabiilsuse. Pereettevõtlusel on mõju ettevõtja eluvaldkondadele: majapidamisele, sotsiaalsele elule, majanduselule ja kogu perekonna kindlustatusele. Kui perekonna liige loob pereettevõtte, siis sageli peavad kõik pereliikmed omaks võtma uue eluviisi. (Kakkonen, 2006; Römer-Paakkanen, 2002; Brazzale, 2007; Rautamäki, 2007; Heinonen et al., 2011)

Venemaal 2007. aastal 555 naisjuhti küsitledes selgus, et neist 56% oli pereettevõtte ja pereettevõtte oli loodud naise poolt. Selgus, et naiste poolt loodud ja juhitud pereettevõtted olid alahoidlikud, sotsiaalsed, suunatud pereettevõtluskultuuri tõhustamisele. Uurimistöös järeldati, et naine tagab ettevõtluses edu ja jätkusuutlikkuse. (Kickul, Gundry, Iakovleva, 2007) Naiste poolt loodud ja juhitud pereettevõtted on vähem riskialdid, rohkem suunatud pärandikultuuri säilitamisele, naised ei ole jõulised juhid, kuid juhivad pereettevõtet alahoidlikult ning edasiviivalt (Sharma, Chrisman, Chua, 1997).

Naisele tuleb anda võimalus osaleda pereettevõttes, naise ilumeel ja alahoidlikkus on ettevõtlustegevuses eeliseks. Laste sündides tuleb naise kui ema rolli tähtsustada ning teda vähem koormata juhtimisalaste ülesannetega. Naine suudab kaasata lapsed ettevõtlustegevusse noorelt, mis tagab selle, et lapsed kasvades soovivad ja tahavad töötada pere heaks. Naised ei ole riskijad, nad seavad pere tähtsamaks, naiste kaasamine tagab harmoonia nii perekonnas kui pere ettevõtlustegevuses. Naised tegutsevad meeleldi võrgustikes, jagavad teadmisi ning otsivad vastuseid probleemidele. (Parada, Gimeno, Melin, 2010)

Rootsis läbiviidud uurimistöös aastatel 1994-2008 uuriti naise ja ema rolli ning naise osatähtsust pereettevõttes avaldatud artiklite baasil. Selgus, et laste sündides seavad naised esikohale lapsed, seejärel laste kasvades, taas pereettevõtluse. Kokkuvõtlikult saab järeldada, et naise elus on esmatähtis koht lastel, seejärel mitte normidega arvestamine ning naisel kui ärinaisel, oskuste omandamine ja jagamine, pereettevõtte arendus. Naised oskavad oskuslikult ühendada naise ja ema rolli, samuti naise-ema ja ettevõtja rolli. (Bjursell, Bäckval, 2010)

Naise rolli pereettevõtluses on uuritud, analüüsitud on naise ja pere ning ettevõtlustegevuse ühildavust, kuid vaid vähesel määral on uuritud naist, kui pereettevõtluse alustajat, seda millised on naise motiivid pereettevõtjaks hakkamisel.

Euroopa Liidu strateegia kohalikul tasandil

Arenenud riikides soovitakse, et sooline võrdõiguslikkus oleks tagatud, et naised ei alavääristataks ning naised saaksid osaleda ühiskonnas täisõiguslike kodanikena. Euroopa Liidus on samuti oluline, et sooline võrdõiguslikkus oleks tagatud.

Regioonide Komitee avaldas 2006. aastal arvamuse soolise võrdõiguslikkuse kaotamise kohta, avalduses leiti, et naised tuleb toetada, kaotada tuleb vägivald ning tagada nende võrdne kohtlemine. Selleks tuleb tugvdada naiste ühiskondlikku poisitsiooni, tagada neile ligipääs tööturule. (Opinion..., 2006) Euroopa Kohalike ja Regionaalsete Omavalitsuste Nõukogu koostas Euroopa harta naiste ja meeste võrdõiguslikkuse kohta kohalikus elus. Harta eesmärgiks on naiste ja meeste võrdõiguslikkus, otsustati anda abi naisettevõtjatele. (Euroopa kohalike..., 2006)

Regioonide Komitee täiskogu esitas 30.-31.05.2013 arvamuse eelnõu direktiivi kohta, milles käsitletakse soolise tasakaalu parandamist börsil noteeritud äriühingute tegevjuhtkonda mittekuuluvate juhtorgani liikmete seas ja sellega seotud meetmeid, millest nähtub, et jätkuvalt takistavad teatud tegurid naistel juhtivatele ametikohtadele asumist, näiteks puuduvad meetmed, mis hõlbustaksid töö- ja pereelu ühitamist. (Regioonide..., 2013)

Sotsiaalkindlustus peaks olema tagatud kõikidele ettevõtlusega tegelevate isikutele, ettevõtluses võetakse tööle töotajaid ning seoses sellega on neil ka sotsiaalsed garantiid. Pereettevõtetes, eriti alustavates, ei ole piisavalt ressursse, et palgata tööjõudu ning ka pereliikmeid tööle vormistada. Pereliikmetel, kelle töösuhet on pereettevõttes vormistamata, puuduvad sotsiaalsed garantiid. Suuremates raskustes on füüsilisest isikust ettevõtjad. Selleks, et tagada füüsilisest isikust ettevõtja abikaasale sotsiaalkindlustus võeti Euroopa Liidus vastu direktiiv, mis arvestades sellega, et füüsilisest isikust ettevõtjate abikaasad, kes siseriiklikus õiguses sätestatud tingimustel osalevad tavaliselt füüsilisest isikust ettevõtja tegevuses, täites samu või abiülesandeid, olemata ettevõtjaga töösuhetes või tema äripartnerid, nende osalemist pereettevõttes, peaks füüsilisest isikust ettevõtjate, kellel on juurdepääs sotsiaalkaitse süsteemile, abikaasadel olema samuti õigus sotsiaalkaitsele. Direktiivis sätestati, et liikmesriikidelt tuleks nõuda vajalike meetmete võtmist sotsiaalkaitse korraldamisel vastavalt siseriiklikule õigusele ning liikmesriikidel tuleb otsustada

selle üle, kas sotsiaalkaitset tuleks rakendada kohustuslikul või vabatahtlikul alusel. Liikmesriigid võivad sätestada, et sotsiaalkaitse võib olla proportsionaalne füüsilisest isikust ettevõtja tegevuses osalemisega ja/või sotsiaalkindlustusmaksete suurusega. Vastavalt direktiivile 2010/41/EL võib soodustus rakendada elukaaslastele, kui neid tunnustatakse siseriikliku õiguse alusel. (Euroopa Parlamendi..., 2010) Eestis saab alates 01.08.2012 füüsilisest isikust ettevõtja kanda oma abikaasa maksukohustuslaste registrisse kui füüsilisest isikust ettevõtja ettevõtte tegevuses osaleva abikaasana ja maksta igakuiselt sotsiaalmaksu abikaasa eest. (Sotsiaalmaksuseadus § 6¹, 2012) Antud võimalus ei kehti Eestis elukaaslastele.

Euroopa Komisjoni asepresident Antonio Tajani esitas 01.01.2013 tegevuskava ettevõtjate toetamiseks ja Euroopa ettevõtluskultuuri põhjalikuks muutmiseks. Tegevuskavas rõhutatakse, et kui muuta ettevõtlus Euroopa kodanike jaoks ihaldusväärseks ja kättesaadavaks ning kasutada Euroopa ettevõtluspotentsiaali, siis suudetakse taastada Euroopa majanduskasv. Komisjon kavatseb edendada ettevõtlust konkreetsete elanikkonnarühmade ehk naiste, eakate, sisseerändajate ja töötute seas. (Communication..., 2013)

Euroopa Liidus ei ole senini sätestatud ühtset pereettevõtluse mõistet, kuid autorite arvates pööratakse pereettevõtlusele enam tähelepanu ja kaugel ei ole aeg, kui määratakse raamistik pere- ja mittepereettevõtluse eristamiseks. Samuti suurendatakse soolise võrdsuslikkuse tagamisel naiste osatähtsust pereettevõtluses ning tähtsustatakse naise, kui pereettevõtja rolli.

Naine Eestis ettevõtluses

Eestis on vähesel määral uuritud naise osatähtsust ettevõtluses, kuid puuduvad üleriigilised uuringud naise osalusmäära ning rollist pereettevõtluses.

Naiste loodud ettevõtted annavad tööd nii omanikele kui ka ümbritsevatele inimestele. Oma ettevõtte annab naistele võimaluse tasakaalustada töö- ning perekonnaelu sfääre oma äranägemise ja võimaluste järgi. Naiste aktiivne osavõtt majanduselus vähendab naiste ja meeste vahelist ebavõrdsust, tõstab naiste autonoomiat ning loob eeldused naiste suuremaks kaasaráhkimisvõimaluseks oma maa majanduslikus ja poliitilises arengus. (Laas, 2003)

Teada saamiseks naise rollist ettevõtluses viidi läbi 2004. aastal küsitlus 393 naisettevõtja seas. Uuringust selgus, et peaaegu 40% küsitletud naisettevõtjatest oli oma pere peamiseks ülalpidajaks. Pere toetuse olemasolu on naise jaoks oluline ja mõjutab naise ettevõtmisi ja ettevõtlikkust. Naisettevõtjat kummitab ajanappus, vähem jääb aega perega koosolemiseks, enda hobide ja harrastustega tegelemiseks ning sõprade ja sugulastega suhtlemiseks. Naisettevõtja puhkusevõimalused on piiratud, vaid neljandik sai puhkust siis kui ise soovis, ligi pooled vastanutest ei olnud ettevõtlustegevuse ajal puhata saanud, kolmandik oli pidanud puhkust sobitama ettevõtte tegevusega. Pereliikmed enamasti toetavad pereema ettevõtlikkust, kuid probleemid peres tekivad sellest hoolimata. Kui iseendale

tööandjate seas domineerivad Euroopas mehed, keda on selles grupis kolmveerand, siis Eestis analüüsiga selgus vastupidine olukord. Naiste osakaal ise endale töökoha loojatena on kasvanud, eriti teenindussektoris. (Talves, Laas, 2004)

Euroopa Liidu liikmesriikides on soolise statistika alusel ettevõtjatest 30% naisi. Naiste poolt loodud ettevõtted on keskmiselt pikema eluaega kui meeste loodud ettevõtted, see tuleneb ennekõike tegevusvaldkonnast. Sotsiaalse kaitse skeemid on üheks tasuta pereettevõtte töötajate ja naisettevõtjate probleemiks. Väikeettevõtluses on üheks suuremaks rahvusvaheliselt aktuaalseks probleemiks pereettevõtetes töötavate inimeste õiguslikud, sotsiaalse kaitse ja majanduslikud suhted. Uuringud näitavad, et Eestis on naiste majanduslik, sotsiaalne ja poliitiline positsioon madalam kui meestel. Eesti tööturule on iseloomulik tugev sooline segregatsioon, mis tähendab seda, et selgelt eristuvad nn naiste ja meeste tööd ning naiste ja meeste positsioon tööorganisatsioonis on erinev. (Talves et al, 2004)

Füüsilisest isikust ettevõtjate seas 2004. aastal läbiviidud uurimistööst selgus, et paljud neist on ettevõtlusse kaasanud kogu perekonna: abikaasa, lapsed, vanemad ja õed-vennad. Ettevõtluses kasutas perekonna kaasabi 37% küsitletutest (Kirsipuu, Teder, 2006). 2006. aastal samade ettevõtjatega läbiviidud uurimistööst selgus, et 88,8% nendest tegeleb aktiivselt ettevõtlusega, ettevõtlustegevuse lõpetanutest 5,6% olid naised. Aktiivsetest ettevõtjatest 67% oli pereettevõtjad ja kõikide ettevõtlustegevuses osales abikaasa. Ettevõtlusesse oli kaasatud perekonnaliikmetest abikaasa; lapsed; vanemad; õed-vennad; vanavanemad; väimees; ämm ja äi. (Kirsipuu 2007)

2011. aasta rahva ja eluruumide loenduse andmetel elatub ettevõtjatulust 2% elanikest, eelmise loendusega võrreldes suurenes palgatööst ja ettevõtlusest elatuvate inimeste osatähtsus. Kogu Eesti elanikkonnast teenis ettevõtjatulu sh tulu talupidamisest ca 28 000 elanikku sh 8307 naist, kellest enamus tegutses linnade läheduses, maapiirkonnas vaid 2963 (REL..., 2013)

Alates 2009. aastast on juriidilisest isikust põllumajanduslike majapidamiste arvu kasv vähenenud, mis viitab sellele, et füüsilisest isikust ettevõtjana talupidamine on osaliselt asendumas piiratud vastutusega juriidilise isiku vormiga. See tähendab aga seda, et ettevõtlusvormi järgi ei ole enam võimalik vahet teha nn klassikalistel peretaludel ja põllumajandusettevõtetel. 2007. aastal läbiviidud uuringust 1000 põllumajandustootja seas selgus, et põllumajandustootmise lõpetamise kavatsuse tõenäosus on väiksem nendes ettevõtetes, kus peretööjõu osakaal on suurem. Kuna peretööjõu osatähtsus on suurem väiksemates tootmisüksustes, siis võib sellest järeldada, et väiksemate tootjate puhul on üheks jätkusuutlikkust tagavaks teguriks pereliikmete osalemine talutöodes. (Viira, 2011)

Maaelu arenguaruandest selguvad piirkondlikud arenguvajadused, milles on eraldi välja toodud pereettevõtluse olulisus. Maaelu arengu seisukohalt on tähtis pöörata senisest enam tähelepanu eri soost ja erineva vanusega inimeste sidumisele töö- ja pereelu ning ettevõtlusega. (Maaelu..., 2011)

Pereettevõtluse aktiivsuse kasvuks on vaja toetada igati pereettevõtlust, tähtsustada naise rolli pereettevõtluses ning tagada sotsiaalsed garantiid ka mitte füüsilisest isikust pereettevõtja naisele.

Uurimistöödest, mis on läbiviidud aastatel 2007-2012 pereettevõtjate seas selgub, et pereettevõtjatest abikaasad teevad pereettevõttes meeskonnatööd: kes jälgib strateegia elluviimist, kes korraldab rahaasju, kes juhib ja kes teeb majapidamistöid. Pereettevõtjatest on naine see, kes kergemad tööd teeb, samas on sageli ettevõtlikum naine. Pereettevõtetes peavad olema omavahelised suhted väga head, omavaheliste suhete kohta ütlesid abikaasad järgmist: „täiendame teineteist“, „mõtleme sarnaselt“, „abikaasa paneb paika strateegia, mina viia seda ellu“. Uurimistöödest nähtub, et pereettevõtjana alustamisel tuli initsiatiiv 40% naistelt ja 60% meestelt, kes siis kaasasid esmalt abikaasa (75%), siis lapsed (20%) ja vaid 5%-l lähisugulased. Uuritud pereettevõtjatest 55% on tegutsenud rohkem kui 10. aastat, 45% alla 10. aasta. (Kirsipuu *et al*, 2006, 2009a, 2009b, 2010, 2011, 2012).

Naise osatähtsust pereettevõtlustegevuses Eestis tuleb täiendavalt uurida.

Kokkuvõte

Käesolevas artiklis anti ülevaade teoreetiliste allikate põhjal naistest pereettevõtluses. Erinevate uurimistööde tulemuste analüüsist selgus, et naise kui pereema rolli on uuritud, kuid naise kui pereettevõtja rolli vaid vähesel määral. Uurimistööde tulemustes on selgunud, et naise, kui pereema, roll pereettevõttes on oluline, naise osalus pereettevõttes tagab ettevõtluse stabiilsuse. Pereettevõtlusel on mõju ettevõtja eluvaldkondadele: majapidamisele, sotsiaalsele elule, majanduselule ja kogu perekonna kindlustatusele.

Artiklis kajastatakse ka Eestis läbiviidud analüüsides tulemusi ning autorid leiavad, et Eestis on vajalik luua ühtne andmebaas, kuhu saab koondada kõik ettevõtjatega läbiviidud uurimistööd, et siis neid analüüsides saaks edaspidi teostada süvendatud uurimusi.

Euroopa Liidus ei ole senini sätestatud ühtset pereettevõtluse mõistet, kuid autorite arvates pööratakse pereettevõtlusele enam tähelepanu ja kaugel ei ole aeg, kui määratakse raamistik pere- ja mittepereettevõtluse eristamiseks. Samuti suurendatakse soolise võrdsõiguslikkuse tagamisel naise osatähtsust pereettevõtluses ning tähtsustatakse naise, kui pereettevõtja rolli.

Edaspidi tuleb täiendavalt uurida naise osatähtsust Eestis pereettevõtlustegevuses.